

**WENDY W. McBRAIR**

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Circum Vitae

**EDUCATION:**

ST. JOSEPH'S UNIVERSITY, Philadelphia, PA  
Master's of Science in Health Education, May, 1994

DUKE UNIVERSITY, Durham, NC  
Bachelor's of Science in Nursing, June, 1967

**CONTINUING EDUCATION:**

Extensive postgraduate course work in management, group dynamics and team building, leadership, training and education methods, quality improvement, focus group leadership, counseling interventions, health behavior change and rheumatology.

**CERTIFICATION:**

Certified Health Education Specialist # [REDACTED]  
State of New Jersey Registered Nurse # [REDACTED]

**EXPERIENCE:**

(1/98 - Present) VIRTUA HEALTH, Marlton, NJ

DIRECTOR OF THE SOUTHERN NEW JERSEY REGIONAL ARTHRITIS CENTER: Responsible for the overall management of State of New Jersey designated Arthritis Center at Virtua Health. Responsibilities include grant development and reporting for budget, staffing, objectives, affiliations, advisory council, and support for marketing, internet, health education information development and research. Projects include public information and referral, professional education, and programs and services for all types of arthritis, pediatric rheumatology, osteoporosis, inner city, patient education and fitness. Budget in excess of \$250,000. Serve on the NJ State Department of Health Arthritis Quality of Life Initiative State Advisory Council.

**DIRECTOR OF HEALTH AND DISEASE MANAGEMENT:**

Direct community health service department to provide disease specific self-management programs throughout the continuum. Responsible for cardiac, cancer, arthritis/orthopedic/osteoporosis and pulmonary. Develop evidence-based disease management patient/community education programs including assessment, planning, implementation, evaluation and marketing. Responsible for the William and Elizabeth Stretch Center for Arthritis Treatment. Responsible for resource and referral, seminars, self-help courses, exercise classes, support groups and advocacy. Organize fundraising activities to provide support to departmental budget and provide integration coordination support for Community Health Services department. Developed/passed the first Arthritis Quality of Life Initiative bill with appropriation of \$634,000 for State of New Jersey. Developed major, expanded worksite wellness program (HealthMAX), speakers' bureau, support group quality and certification programs, and Cardiac and Arthritis/Orthopedic Business Plans.

(1/85 - 12/97)

**WEST JERSEY HEALTH SYSTEM, WEST JERSEY  
HOSPITAL - MARLTON, Marlton, NJ**

**CLINICAL NURSE CONSULTANT:** Direct community, patient and professional education programs for hospital and Arthritis Center. Developed all aspects of the Center including major marketing and public relations campaign to physicians, industry and community. Client base in excess of 6000. Responsibilities include budget, program identification and development, education, counseling, fundraising, quality assessment and staff and volunteer training and coordination. Responsible for hospital-wide annual community event, community speakers' bureau and community health screenings. Coordinated development of West Jersey's Healthwatch TV station. Chair of Marlton's Community, Patient Education, and Political Action and Arthritis Center Committees. Member of Corporate Community Services Team, Community Education and Patient Education Committees. Presented numerous TV and radio information programs. Co-Chaired the Harold S. Friedman Total Joint Replacement Golf Classic.

(1/94 - Present)

**ST. JOSEPH'S UNIVERSITY, Philadelphia, PA**

**ADJUNCT INSTRUCTOR:** Teach Curriculum Strategies for Health Care Educators and Stress and Crisis Management in graduate health education program.

(1/83 - 1/85)

BEHAVIORIAL ASSOCIATES, Haddonfield, NJ

PROGRAM DIRECTOR: Managed office, counseling associates, secretarial staff, marketing and program development.

(1/78 - 5/83)

ARTHRITIS FOUNDATION, NEW JERSEY CHAPTER,  
Cherry Hill, NJ

PROGRAM DIRECTOR: Managed South Jersey Area Office providing programs in public information, patient services, professional education and fundraising. Developed and implemented new programs for State including support groups, hospital visitation, water exercise, and equipment loan. Recruited and trained volunteers, obtained continuing education credits for seminars for health professionals. Developed audiovisual slide presentations and presented more than 120 public education programs for TV, radio and groups.

(1/76 - 12/79)

UPJOHN REHABILITATION SERVICES, Cherry Hill, NJ

REHABILITATION CASE MANAGER: Evaluated and coordinated the rehabilitation of disabled clients for insurance companies. Received commendation for client return to work and quality report writing.

(6/68 - 5/69)

MAGEE MEMORIAL REHABILITATION HOSPITAL,  
Philadelphia, PA

DIRECTOR OF NURSING EDUCATION: Administrator of student nurse affiliation program, including contract negotiation, instruction, supervision and curriculum design.

(1/68 - 6/68)

KESSLER INSTITUTE OF REHABILITATION: West Orange, NJ

STAFF NURSE: Responsible for the nursing care of patients with quadriplegia, paraplegia, amputations, rheumatoid arthritis and multiple sclerosis.

## **COMMUNITY AGENCY INVOLVEMENT:**

### **ARTHRITIS FOUNDATION, NEW JERSEY CHAPTER**

Executive Committee Member, 1986-Present  
Chair, Public Policy and Advocacy, 1993-Present  
Vice-Chair, 1989-1993  
Chair, Public Education Committee, 1983-1985  
Member, Patient Services Committee, 1985-Present

### **NATIONAL ARTHRITIS FOUNDATION**

Member, Public Education Subcommittee, 1995-Present  
Member, House of Delegates, 1991-1993  
Member, Patient and Community Services, 1979-1982, and  
1991-1993; Subcommittee 1982-1983 and 1990-1991  
Member, Job Raising Task Force, 1990-1991  
Local Coordinator, Northeast Area ARHP Regional Meeting, 5/91

## **AWARDS:**

NATIONAL ARTHRITIS FOUNDATION, Volunteer Leadership  
Award, Quality of Life, 1999

AMERICAN ACADEMY OF FAMILY PHYSICIANS  
PATIENT CARE AWARD FOR EXCELLENCE IN PATIENT  
EDUCATION BY A HEALTH PROFESSIONAL, 1997

NATIONAL ARTHRITIS FOUNDATION, Volunteer Leadership  
Award, Public Policy and Advocacy, 1996

NATIONAL ARTHRITIS FOUNDATION, Volunteer Citation  
Award, 1996

WEST HERSEY HOSPITAL - MARLTON, Manager of the  
Quarter, Dec., 1995

ARTHRITIS FOUNDATION, NEW JERSEY CHAPTER, Award  
of Excellence - Health Professional, 1993

NATIONAL ARTHRITIS FOUNDATION, Volunteer Citation  
Award, 1991

NATIONAL MULTIPLE SCLEROSIS SOCIETY, GREATER  
DELAWARE VALLEY CHAPTER, Outstanding Volunteer  
in Support and Service, 1989

ARTHRITIS FOUNDATION, NEW JERSEY CHAPTER, Award  
of Excellence - Health Professional, 1989

## **PROFESSIONAL AFFILIATIONS:**

NATIONAL ASSOCIATION OF RHEUMATOLOGY HEALTH  
PROFESSIONALS

NEW JERSEY SOCIETY FOR HEALTH EDUCATION AND  
TRAINING

## **PUBLICATIONS:**

- Pullman-Mooar, S. and McBair, W.: Arthritis (Chapter 11)  
Orthopedics and Sports Medicine for Nurses. Baltimore:  
Williams and Wilkens, 1989.
- Kanis, E. and McBair, W.: "Marketing an Arthritis Center:  
Health Care Marketing, Vol. 88, No. 4.

## **ABSTRACTS/PRESENTATIONS:**

- The Effect of Preventive Osteoporosis Education on Women with Rheumatoid Arthritis. Presented at the National Association of Rheumatology Health Professionals Meeting, Minneapolis, MN. October, 1994.
- The History and Future Expectations of the Job Raising Program Within the Structure of the Arthritis Foundation: An Overview. Presented at the National Arthritis Health Professions Association Meeting in Boston, MA. November 1991.
- Pre-surgical Orientation for the Total Joint Replacement Patient. Presented at the Northeast Arthritis Health Professions Regional Meeting in Newport, RI. May 1991.
- Marketing Your Arthritis Programs - Surviving Change in the Health Care Industry. Presented at the National Arthritis Health Professions Association Meeting in Cincinnati, OH. June 1989.
- Managing Your Stress Before It Manages You. Presented at the Northeast Arthritis Health Professions Regional Meeting in Boston, MA. September 1989.
- Assessing the Quality of Education Provided to Rheumatoid Arthritis Patients in a Suburban-rural Setting. Presented at the National Arthritis Health Professions Meeting in Denver, CO. June 1989.

## **PROFESSIONAL LECTURES/ACTIVITIES:**

- ('79 - Present)      Under separate cover.